

**DETERMINING THE FACTORS THAT
INFLUENCE THE SALES VOLUME: A CASE
STUDY OF MVBD, MENARA KUALA LUMPUR**

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**Submitted in Partial Fulfilment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA**

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT


UNIVERSITI TEKNOLOGI MARA

MELAKA

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 28/4/19

LETTER OF SUBMISSION

28 April 2006

The Head of Program
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Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled "DETERMINING THE FACTORS THAT INFLUENCE THE SALES VOLUME: A CASE STUDY OF MVBD, MENARA KUALA LUMPUR" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you.

Yours sincerely,


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NURADLINA BT CHE MIN
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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

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ABSTRACT

This study examines the factors of marketing mix that influence the sales volume of products and services offered. Specifically, the study examines the association between price, service, and promotional activities with sales volume. Delivering service quality is an essential strategy for success and survival in today's competitive environment. Furthermore, price is the determining key that could and would seal consumer's decision. A structured questionnaire was developed and administered to a total of 49 customers via telephone interviews. Two types of data analysis, descriptive analysis and correlation coefficient, were used for this research. The result provides support for three out of four objectives that were examined.

The analysis reveals that service provided by personnel, facilities, and price positively related with sales volume. The finding also suggests that the three factors appear to be the most influential organizational responses that can affect sales volume as well as revenue. The result shows that there is no statistically significance relationship between promotion and sales.